

CPUC TECH: Customer General Population Web Survey

February 23, 2022

a. Introduction and Screener

#pdl

#required, screenout if age<18

[birthyr] In what year were you born?

#screenout if not in <6>

[inputstate if not pdl.inputstate or pdl.inputstate.last > months(12)] {dropdown varlabel="State of Residence"} In which state do you live?

<1/"Alabama"> Alabama

<2/"Alaska"> Alaska

<4/"Arizona"> Arizona

<5/"Arkansas"> Arkansas

<6/"California"> California

<8/"Colorado"> Colorado

<9/"Connecticut"> Connecticut

<10/"Delaware"> Delaware

<11/"District of Columbia"> District of Columbia

<12/"Florida"> Florida

<13/"Georgia"> Georgia

<15/"Hawaii"> Hawaii

<16/"Idaho"> Idaho

<17/"Illinois"> Illinois

<18/"Indiana"> Indiana

<19/"Iowa"> Iowa

<20/"Kansas"> Kansas

<21/"Kentucky"> Kentucky

<22/"Louisiana"> Louisiana

<23/"Maine"> Maine

<24/"Maryland"> Maryland

<25/"Massachusetts"> Massachusetts

<26/"Michigan"> Michigan

<27/"Minnesota"> Minnesota

<28/"Mississippi"> Mississippi

<29/"Missouri"> Missouri
<30/"Montana"> Montana
<31/"Nebraska"> Nebraska
<32/"Nevada"> Nevada
<33/"New Hampshire"> New Hampshire
<34/"New Jersey"> New Jersey
<35/"New Mexico"> New Mexico
<36/"New York"> New York
<37/"North Carolina"> North Carolina
<38/"North Dakota"> North Dakota
<39/"Ohio"> Ohio
<40/"Oklahoma"> Oklahoma
<41/"Oregon"> Oregon
<42/"Pennsylvania"> Pennsylvania
<44/"Rhode Island"> Rhode Island
<45/"South Carolina"> South Carolina
<46/"South Dakota"> South Dakota
<47/"Tennessee"> Tennessee
<48/"Texas"> Texas
<49/"Utah"> Utah
<50/"Vermont"> Vermont
<51/"Virginia"> Virginia
<53/"Washington"> Washington
<54/"West Virginia"> West Virginia
<55/"Wisconsin"> Wisconsin
<56/"Wyoming"> Wyoming
<60/"American Samoa"> American Samoa
<64/"Federated States of Micronesia"> Federated States of Micronesia
<66/"Guam"> Guam
<68/"Marshall Islands"> Marshall Islands
<69/"Northern Mariana Islands"> Northern Mariana Islands
<70/"Palau"> Palau
<72/"Puerto Rico"> Puerto Rico
<74/"U.S. Minor Outlying Islands"> U.S. Minor Outlying Islands
<78/"Virgin Islands"> Virgin Islands
<81/"Alberta"> Alberta
<82/"British Columbia"> British Columbia
<83/"Manitoba"> Manitoba
<84/"New Brunswick"> New Brunswick
<85/"Newfoundland"> Newfoundland
<86/"Northwest Territories"> Northwest Territories
<87/"Nova Scotia"> Nova Scotia

- <88/"Nunavut"> Nunavut
- <89/"Ontario"> Ontario
- <90/"Prince Edward Island"> Prince Edward Island
- <91/"Quebec"> Quebec
- <92/"Saskatchewan"> Saskatchewan
- <93/"Yukon Territory"> Yukon Territory
- <99/"Not in the U.S. or Canada"> Not in the U.S or Canada

#pdl, required

[gender4] What is your gender?

- <1> Man
- <2> Woman
- <3 fixed> Non-binary
- <4 fixed> Other

#pdl, required

[race] What is your race? Select all that apply.

- <1> White
- <2/"Black"> Black or African-American
- <3> Native American or Alaskan Native
- <4/"Asian"> Asian or Asian-American
- <5> Pacific Islander
- <8> Middle Eastern
- <6/"Mixed"> Mixed Race
- <7/"Other"> Other [txt] {open varlabel="Race, other"}

[ethnicity_us] {single} Are you of Hispanic, Latino or Spanish origin?

Select only one.

- <1> Yes
- <2> No
- <3> Prefer not to answer

#pdl, required

[educ] What is the highest level of education you have completed?

- <1> Did not graduate from high school
- <2> High school graduate
- <3> Some college, but no degree (yet)
- <4> 2-year college degree
- <5> 4-year college degree
- <6> Postgraduate degree (MA, MBA, MD, JD, PhD, etc.)

#pdl, required

[employ] {single} Which of the following best describes your current employment status?

- <1> Working full time now
- <2> Working part time now
- <3> Temporarily laid off
- <4> Unemployed
- <5> Retired
- <6> Permanently disabled
- <7> Taking care of home or family
- <8> Student
- <97 fixed> Other (please specify): [OPEN END]

[decision_maker]{single} Do you make decisions about replacing or upgrading energy-using equipment, such as space heating or cooling systems, in your home?

- <1> Yes, I do
- <2> I do, and I share responsibility with someone else
- <3> No, someone else makes those decisions (like a spouse, landlord, or owner's association)

[TERMINATE]

- <4> Don't know [TERMINATE]

#interstitial

In this survey we will ask you about the energy using equipment in homes and your decision-making around replacing such equipment.

Environmental Belief Systems

First, we'd like to get know you a bit more.

#Randomize, show 4 attributes per screen, single response per row

Q1. [EBS1]{grid} To what extent do you agree or disagree with the following statements?

| | 1. Strongly Disagree | 2. Somewhat Disagree | 3. Neither agree nor disagree | 4. Somewhat Agree | 5. Strongly Agree | 98 Don't know |
|--|----------------------------|----------------------------|-------------------------------------|-------------------------|-------------------------|---------------------|
| 1. Electricity is becoming cleaner/more renewable every day. | | | | | | |
| 2. Electricity from renewable energy helps prevent climate change. | | | | | | |
| 3. Climate change is impacting how I use energy. | | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| 4. Most Californians take actions to save energy when there is a limited supply of electricity. | | | | | | |
| 5. The government is not doing enough to reduce greenhouse gas emissions. | | | | | | |
| 6. I am concerned about air pollutants inside my home. | | | | | | |
| 7. I am concerned about my community's air quality. | | | | | | |
| 8. I am concerned about the safety of natural gas in homes. | | | | | | |
| 9. I am concerned about the safety of electricity in homes. | | | | | | |
| 10. The increase in extreme weather is concerning to me. | | | | | | |
| 11. I am concerned about power outages. | | | | | | |
| 12. I believe that I should make investments to reduce greenhouse gas emissions. | | | | | | |

Willingness to Use Electric Appliances

#ask all, single response per row

Q2. [WEA1]{grid} How important is it for you to have natural gas in your home for each of the following:

| | 1. Very important | 2. Somewhat important | 3. Not very important | 4. Not important at all | 98. Don't know |
|---|-------------------|-----------------------|-----------------------|-------------------------|----------------|
| 1. Space Heating (e.g., furnace) | | | | | |
| 2. Space Cooling (e.g., air conditioning) | | | | | |
| 3. Water Heating | | | | | |

| | | | | | |
|-------------------|--|--|--|--|--|
| 4. Indoor Cooking | | | | | |
| 5. Clothes drying | | | | | |
| 6. Fireplace | | | | | |

Heating and Cooling

Next, we would like to learn about how you heat and cool your home.

Q3. [HAC1] {single} What is the main heating system you use to heat your home?

- <1> I do not have a heating system in my home
- <2> Electric central forced-air furnace
- <3> Natural gas central forced-air furnace
- <4> Propane floor or wall heater/furnace
- <5> Wood/pellet stove
- <6> Electric resistance (baseboard/ceiling/floor/wall)
- <7> Central heat pump
- <8> Through-the-wall heat pump, mini-split, or "ductless" heat pump
- <97> Other, please specify: [OPEN-ENDED RESPONSE]
- <98> Don't know

#SKIP IF HAC1 = 1 OR 98

Q4. [HAC2] {single} How old is your main heating system?

- <1> Less than one year
- <2> 1-3 years
- <3> 4-8 years
- <4> 9-13 years
- <5> 14-30 years
- <6> Over 30 years
- <98> Don't know

RANDOMIZE RESPONSE OPTIONS

Q5. [HAC3] {single} What is the main air conditioning/cooling system in your home?

- <1> I do not have air conditioning in my home
- <2> Central air conditioning
- <3> Central evaporative (swamp) cooler
- <4> Central heat pump
- <5> Mini-split or "ductless" heat pump
- <6> Window/wall air conditioner
- <97> Other, please specify: [OPEN-ENDED RESPONSE] #fixed

<98>Don't know #fixed

#SKIP IF HAC3=1 OR 98

Q6. [HAC4]{single}How old is your air conditioning/ cooling equipment?

<1> Less than one year

<2>1-3 years

<3>4-8 years

<4>9-13 years

<5>14-30 years

<6>Over 30 years

<98>Don't know

Q7. [HAC5]{single}Have you ever replaced your air conditioning or heating system, or had a new one installed at your home?

<1>YES

<2>NO

<98>Don't know

#DISPLAY IF HAC5=1

Q8. [HAC6]{single}What was the main reason you had this new heating/cooling equipment installed?

<1>Didn't have equipment at the time

<2>Existing equipment failed completely

<3>Existing equipment did not function well

<4>Desire for the latest technology

<5>It made financial sense

<6> Desire to be more sustainable

<7>Availability of discounts/rebates on equipment/appliances

<8>A contractor recommended upgrading

<97> Other, please specify: [OPEN END]

#ASK ALL, reverse order

Q9. [HAC7]{multiple}Which of the following heating/cooling systems have you heard of before today?

Please select all that apply.

<1>Central forced-air furnace #[DISPLAY IF HAC1!=2 OR 3]

<2>Floor or wall heater/furnace #[DISPLAY IF HAC1 != 4]

<3>Wood/pellet stove #[DISPLAY IF HAC1 != 5]

<4>Electric resistance #[DISPLAY IF HAC1!= 6]

<5>Central air conditioner #[DISPLAY if HAC1 != 2]

<6>Heat pump #[DISPLAY IF HAC1 != 7 OR 8 AND HAC3 !=4 OR 5]

<99>None of these

[ASK FOR HAC7, HAC1, AND HAC3 RESPONSE]

#[KEEP AT TOP] Please rate your familiarity with each of these systems.

Q10. [HAC8] {grid} How familiar are you with [Q9 RESPONSES + Q3 & Q5 RESPONSES] the following systems?

Rows:

- <1> #Pipe in HAC7 response minus 99
- <2> #Pipe in HAC3 response minus 1,98
- <3> #Pipe in HAC1 response minus 1,98

Columns:

- <1>Very familiar
- <2>Somewhat familiar
- <3>Slightly familiar
- <4>Not at all familiar

Familiarity with Heat Pumps

#ASK IF HAC1=7 OR 8; OR HAC3= 4 OR 5; OR HAC7=6 (IF HEARD OF A HEAT PUMP), randomize

Q11. [FHP1] {single} How did you first hear about heat pumps?

- <1>Word of mouth (e.g., friend, neighbor, family)
- <2>News article (whether on the internet or in a newspaper/magazine)
- <3> Contractor
- <4> The Switch is On website
- <5> Advertisement
- <6>Social media
- <97>Other, please specify: [OPEN-ENDED RESPONSE] #fixed
- <98>Don't know #fixed

Q12. [FHP2]{open ended} To the best of your knowledge, what benefits do you think a heat pump offers over other heating or cooling options?

#one opened ended text box

#RANDOMIZE ITEMS IN LEFT COLUMN, PROGRAM 4 ATTRIBUTES PER SCREEN

Q13. [FHP4]{grid} Please select if you agree or disagree with the following statements

| | 1. Agree | 2. Disagree | 98. Don't know |
|--|----------|-------------|----------------|
| 1. Heat pumps use less energy than other electric heating and cooling options | | | |
| 2. Heat pumps are quieter than other electric heating and cooling options | | | |
| 3. Heat pumps offer better value than other electric heating and cooling options | | | |

| | | | |
|--|--|--|--|
| 4. Some heat pumps can offer zonal control (i.e., can adjust the temperature in only one room) | | | |
| 5. Heat pumps require less maintenance than other electric heating and cooling options | | | |
| 6. Heat pumps can reduce greenhouse gas emissions | | | |
| 7. Heat pumps are reliable | | | |
| 8. Heat pumps are expensive to install | | | |
| 9. Heat pumps are expensive to service/repair | | | |

#randomize rows, 4 per screen

Q14. [FHP5]{grid} If you were to replace your heating or cooling system, to what extent would each factor below be a barrier for you to purchase a heat pump?

| [SINGLE RESPONSE] | 1 - Not a barrier | 2 - Slight barrier | 3 - Moderate barrier | 4 – Major barrier | 98. Unsure |
|--|-------------------|--------------------|----------------------|-------------------|------------|
| 1. Uncertainty of the performance of a heat pump | | | | | |
| 2. The upfront cost of a heat pump | | | | | |
| 3. The operating cost of a heat pump | | | | | |
| 4. Finding a qualified contractor to install a heat pump | | | | | |
| 5. Not having a clear understanding of the benefits of a heat pump | | | | | |
| 6. Possibility of increased utility bills | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| 7. The possibility of also needing an electrical panel upgrade or wiring enhancements | | | | | |
| 8. Reliability concerns | | | | | |
| 9. How the heat pump looks outside my home | | | | | |
| 10. How the heat pump looks inside my home | | | | | |

MOTIVATIONS [ASK ALL]

#PROGRAM 4 OR 5 ATTRIBUTES PER SCREEN[SCALE 1-10; 98=UNSURE] [RANDOMIZE RESPONSE OPTIONS]

Q15. [MOV1]{Select up to three} If you were to replace your heating and/or cooling equipment, how important to you would each of the following factors be? Please use a scale from 0 to 10, with 0 being “not at all important” and 10 being “very important.” [SCALE 1-10; 98=UNSURE] Select up to three.

1. Cost
2. Reliability
3. Serviceability
4. Brand reputation
5. Warranty
6. Performance
7. Energy efficiency
8. Availability of discounts/rebates
9. Contractor recommendation
10. Indoor air quality
11. Environmental impacts
12. Fuel source (i.e., natural gas, electricity, solar, etc.)
13. Speed of installation

#[RANDOMIZE RESPONSE OPTIONS]

Q16. [MOV2]{Select up to three} On a scale of 1 to 10, where 1 is “not at all important” and 10 is “very important,” How important are the following sources in influencing your decision when considering a new primary heating system? Select up to three.

1. Other customers’ ratings and reviews
2. Friends and family members’ opinions

3. Endorsement of your utility company
4. Manufacturer of equipment (brand)
5. Professional contractor's recommendation
6. Advice of a salesperson
97. Other, please specify: [OPEN-ENDED RESPONSE]

#RANDOMIZE RESPONSE OPTIONS

Q17. [MOV3]{Select up to three} On a scale of 1 to 10, where 1 is "not at all important" and 10 is "very important," How important are the following sources in influencing your decision when considering a new primary cooling system? Select up to three.

1. Other customers' ratings and reviews
2. Friends and family members' opinions
3. Endorsement of your utility company
4. Manufacturer of equipment (brand)
5. Professional contractor's recommendation
6. Advice of a salesperson
97. Other, please specify: [OPEN-ENDED RESPONSE]

Water Heating

The next section asks about water heating.

Awareness

#[ASK ALL; SINGLE RESPONSE]

Q18. [Aware_WH]{single} What type of water heating system do you use in your home?

1. Gas conventional storage tank water heater
2. Electric conventional storage tank water heater
3. Propane conventional storage tank water heater
4. Gas whole house tankless system
5. Electric whole house tankless system
6. Electric heat pump water heater
97. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

#[SKIP IF aware_WH==98 'Dont know']

Q19. [WH2]{single} How old is your water heating system?

1. Less than one year
2. 1-3 years
3. 4-8 years

4. 9-13 years
5. 14-30 years
6. Over 30 years
98. Don't know

Q20. [WH3]{single} Have you ever replaced your water heating system, or had a new one installed at your home?

1. Yes
2. No
98. Don't know

#[ASK IF WH3 = 1]

Q21. [WH4]{single} What was the main reason you had this new water heating equipment installed?

1. Didn't have equipment at the time
2. Existing equipment failed completely
3. Existing equipment did not function well
4. Desire for the latest technology
5. It made financial sense
6. Desire to be more sustainable
7. Availability of discounts/rebates on equipment/appliances
8. A contractor recommended upgrading
97. Other, please specify: [OPEN END]

#[ASK IF WH3= 1]

Q21A. Who installed that new water heating equipment?

1. A professional (plumber, contractor)
2. A friend or family member
3. Myself
4. Don't know

#[ASK ALL; MULTIPLE RESPONSE]

Q22. [WH5]{multiple} Which of the following types of water heating systems have you heard of before today? Please select all that apply.

1. Conventional storage tank water heater #[DISPLAY IF Aware_WH != 1, 2, OR 3]
2. Whole house tankless system #[DISPLAY IF Aware_WH != 4 OR 5]
3. Heat pump water heater #[DISPLAY IF Aware_WH !=6]
4. Point-of use tankless system #[DISPLAY TO ALL]
5. Solar #[DISPLAY TO ALL]
97. I have not heard of any of these #[EXCLUSIVE; ANCHOR]

#[ASK FOR EACH WH5 RESPONSE <97 AND Aware_WH RESPONSE]

Q23. [WH6]{single}How would you rate your familiarity with [insert WH5 RESPONSE + Aware_WH responses]?

1. Very familiar
2. Somewhat familiar
3. Slightly familiar
4. Not at all familiar

Familiarity with HPWHs

#[ASK IF Aware_WH=6 OR IF WH5=3 (IF THEY HAVE HEARD OF A HEAT PUMP WATER HEATER)], reverse order

Q24. [familiarity_HPWHs]{single}How did you first hear about heat pump water heaters?

1. Word of mouth (e.g., friend, neighbor, family)
2. News article (whether on the internet or in a newspaper/magazine)
3. Contractor
4. The Switch is On website
5. Advertisement
6. Social media
98. Other (please specify) #anchor

Q25. [HPWH2]{open ended} To the best of your knowledge, what benefits do you think a heat pump water heater offers over other water heaters?

[OPEN-ENDED RESPONSE]

RANDOMIZE ITEMS; PROGRAM 4 ATTRIBUTES PER PAGE

Q26. [HPWH3]{grid} Please select whether you agree or disagree with the following statements.

| Heat pump water heaters... | 1. Agree | 2. Disagree | 98. Don't know |
|--|----------|-------------|----------------|
| 1. Heat pump water heaters use less energy than other water heaters | | | |
| 2. Heat pump water heaters are quieter than other water heaters | | | |
| 3. Heat pump water heaters offer better value than other water heaters | | | |

| | | | |
|--|--|--|--|
| 4. Some heat pump water heaters can be controlled from a smart phone | | | |
| 5. Heat pump water heaters do not produce enough hot water | | | |
| 6. Heat pump water heaters require less maintenance than other water heaters | | | |
| 7. Heat pump water heaters can reduce greenhouse gas emissions | | | |
| 8. Heat pump water heaters are reliable | | | |
| 9. Heat pump water heaters are expensive to install | | | |
| 10. Heat pump water heaters are expensive to service/ repair | | | |

RANDOMIZE ITEMS; PROGRAM 4 ATTRIBUTES PER PAGE

Q27. [HPWH4]{grid} If you were to replace your water heater, to what extent would each factor below be a barrier to getting a heat pump water heater?

| | 1 - Not a barrier | 2 - Slight barrier | 3 - Moderate barrier | 4 – Major barrier | 98. Unsure |
|---|-------------------|--------------------|----------------------|-------------------|------------|
| 1. Uncertainty of the performance of the heat pump water heater | | | | | |
| 2. The upfront cost of a heat pump water heater | | | | | |
| 3. The operating cost of a heat pump water heater | | | | | |
| 4. Finding a qualified contractor to install a heat pump water heater | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| 5. Not having a clear understanding of the benefits of a heat pump water heater | | | | | |
| 6. Possibility of increased utility bills | | | | | |
| 7. The possibility of also needing an electrical panel upgrade or wiring enhancements | | | | | |
| 8. Reliability concerns | | | | | |
| 9. Space required to install a heat pump water heater | | | | | |

MOTIVATIONS [ASK ALL]

[RANDOMIZE RESPONSE OPTIONS

Q28. [MOTIV1]{select up to three}If you were to replace your water heating system, how important to you would each of the following factors be? Please use a scale from 0 to 10, with 0 being “not at all important” and 10 being “extremely important.” [SCALE 1-10; 98=UNSURE] Select up to three.

1. Cost
2. Reliability
3. Serviceability
4. Brand reputation
5. Equipment longevity
6. Performance
7. Energy efficiency
8. Availability of discounts/rebates
9. Contractor recommendation
10. Indoor air quality
11. Environmental impacts
12. Fuel source (i.e., natural gas, electricity, solar, etc.)
13. Speed of installation

#RANDOMIZE RESPONSE OPTIONS

Q29. [MOTIV2] {Select up to three} On a scale of 1 to 10, where 1 is “not at all important” and 10 is “very important,” How important are the following sources in influencing your decision when considering a new water heater? Select up to three.

1. Other customers’ ratings and reviews
2. Friends and family members’ opinions
3. Endorsement of your utility company
4. Manufacturer of equipment (brand)
5. Professional contractor’s recommendation
6. Advice of a salesperson
97. Other, please specify

Financing [ASK ALL]

The next questions relate to financing for purchasing energy-using equipment.

Q30. [FIN1]{single} Are you aware of financing options that homeowners can use to purchase new heating/cooling equipment or water heaters?

1. Yes
2. No
98. Unsure

#[SKIP TO PRO_aware IF FIN1!=1]

Q31. [FIN2]{multiple}What financing options are you aware of for purchasing new heating/cooling equipment or water heaters?

1. Bank or credit union (secured or unsecured loan)
2. Line of credit through bank or credit union
3. PACE financing (Property Assessed Clean Energy financing)
4. Your utility company (e.g., on-bill financing or OBF)
5. Credit card
6. The company or contractor selling you the equipment
97. Other, please specify: [OPEN ENDED RESPONSE]

#[ASK IF FIN2!=4]

Q32. [FIN3]{single} On-Bill Financing, or OBF, is a utility-administered interest-free loan for energy efficiency or renewable energy upgrades. These loans are repaid via your energy bill. Before today, had you heard of OBF?

1. Yes

- 2. No
- 98. Unsure

Q33. [FIN4]{single} Before today, had you heard of energy efficiency-specific lending through a bank, contractor, builder, or other entity? These loans have energy-related requirements for the type of equipment that is installed.

- 1. Yes
- 2. No
- 98. Don't know

Q34. [FIN5]{single} Before today, had you heard of equipment financing or leasing? This offers customers a leasing option for installing and using energy-using equipment.

- 1. Yes
- 2. No
- 98. Unsure

Program Awareness and Prior Participation

#[ASK IF HAC1=7 OR 8; OR HAC3 = 4 OR 5; OR HAC7 =6; (IS AWARE OF HEAT PUMPS)]

Q35. [PRO_aware]{single} Before today, did you know that some organizations offer financial incentives for installing heat pumps for space heating/cooling? These incentives are sometimes called rebates.

- 1. Yes
- 2. No

#[ASK IF PRO_aware=1]

RANDOMIZE RESPONSE OPTIONS

Q36. [PRO_aware2]{multiple} How have you heard about the incentives or rebates for space heating/cooling heat pumps? Please select all that apply.

- 1. Word of mouth (friends, family, neighbors)
- 2. Contractor
- 3. Web search, web results
- 4. Utility bill insert
- 5. Other information from utility company
- 6. In-store promotion material
- 7. The switch is on website
- 8. Other, please specify: [OPEN END]

#[ASK IF Aware_WH=6 OR IF WH5=3]; IS AWARE OF HEAT PUMP WATER HEATERS]]

Q37. [PRO_aware3]{single} Before today, did you know that some organizations offer financial incentives for installing heat pump water heaters? These incentives are sometimes called rebates.

1. Yes
2. No

#[ASK IF PRO_aware3=1]

RANDOMIZE RESPONSE OPTIONS

Q38. [Pro_aware4]{multiple} How have you heard about the incentives or rebates for heat pump water heaters? Please select all that apply.

1. Word of mouth (friends, family, neighbors)
2. Contractor
3. Web search, web results
4. Utility bill insert
5. Other information from utility company
6. In-store promotion material
7. The switch is on website
8. Other, please specify: [OPEN END]

#[ASK IF familiarity_HPWHs != 4 OR PRO_aware2 != 7 OR Pro_aware4 != 7 (HAS NOT PREVIOUSLY REPORTED AWARENESS OF THE SWITCH IS ON WEBSITE)]

Q39. [Pro_aware5]{Multiple} Have you heard of the TECH Clean California Initiative and/or The Switch is On? Please select all that apply.

1. Yes, TECH Clean California
2. Yes, The Switch is On
3. No [EXCLUSIVE]

Demographics/Firmographics [ASK ALL]

Thank you for your answers thus far. The questions in this last section are for statistical purposes only. As a reminder, all your answers are confidential and will only be reported in aggregate with other answers.

Q40. [household]{single} How many people live in your household, including yourself? Please include anyone living there at least six months of the year.

1. Just me
2. 2
3. 3
4. 4
5. 5
6. 6 or more

Q41. [Electric_service]{single}Which utility provides electricity to your home?

1. Pacific Gas and Electric Company (PG&E)
2. San Diego Gas & Electric (SDG&E)
3. Southern California Edison (SCE)
4. Sacramento Municipal Utility District (SMUD)
5. Los Angeles Department of Water and Power (LADWP)
0. Another provider, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

Q42. [Gas_service]{single}Which utility provides natural gas service to your home, if any?

1. Pacific Gas and Electric Company (PG&E)
2. Southern California Gas (SoCalGas/SCG)
3. San Diego Gas & Electric (SDG&E)
0. Other, please specify: [OPEN END]
97. Not applicable, this my home does not have natural gas
98. Don't know

Q43. [income]{single} Which of the following categories best represents your 2021 household income, before taxes?

1. Less than \$25,000
2. \$25,000 to under \$50,000
3. \$50,000 to under \$75,000
4. \$75,000 to under \$100,000
5. \$100,000 to under \$150,000
6. \$150,000 to under \$200,000
7. \$200,000 or more
98. Don't know
99. Prefer not to say

#pdl

[home_size]{open} How many separate rooms are in this house, apartment, or mobile home? *Rooms must be separated by built-in archways or walls that extend out at least 6 inches and go from floor to ceiling.*

- *INCLUDE bedrooms, kitchens, etc.*
- *EXCLUDE bathrooms, porches, balconies, foyers, halls, or unfinished basements*

#open text box

#pdl

[dwelling_type]{single} Which best describes this building? *Include all apartments, flats, etc., even if vacant.*

- <1> A mobile home
- <2> A one-family house detached from any other house
- <3> A one-family house attached to one or more houses
- <4> A building with 2 apartments
- <5> A building with 3 or 4 apartments
- <6> A building with 5 to 9 apartments
- <7> A building with 10 to 19 apartments
- <9> A building with 20 to 49 apartments
- <10> A building with 50 or more apartments

#pdl

[building_age]{single} About when was this building first built? Your best estimate is fine.

<1> 2000 or later - *Specify year*

#open text box

<2> 1990 to 1999

<3> 1980 to 1989

<4> 1970 to 1979

<5> 1960 to 1969

<6> 1950 to 1959

<7> 1940 to 1949

<8> 1939 or earlier

<9> Don't know

#closing